

What is claimed is:

1.

A new method of providing recurring traffic to a web site through hosting party planning services, comprising: promoting a web site as a party planning web site; providing content on the web site related to party planning; prompting a visitor to the web site for party information; facilitating a user's ability to selectively associate party related content links with the party information; and saving the party information including the party related content links.

2.

The method of claim 1 further comprising restoring the saved party information when the visitor leaves and then returns to the web site.

3.

The method of claim 1 wherein the step of selectively associating party related content links with the party information includes selectively associating links to culinary recipes with the party information.

4.

The method of claim 1 wherein the step of selectively associating party related content links with the party information includes selectively associating links to decorating content with the party information.

5.

The method of claim 1 wherein the step of selectively associating party related content links with the party information includes selectively associating links to items to buy or rent with the party information.

6.

The method of claim 1 wherein the party information includes a list of e-mail addresses associated with guests to invite to the party.

7.

The method of claim 6 further comprising:
electronically notifying a guest of a party invitation;
electronically facilitating RSVP of the guest; and
maintaining a guest list including RSVP information
accessible to the visitor of the web site.

8.

An online system for planning a party comprising:
means for designing e-mail invitations;
means for sending e-mail invitations;
means for tracking RSVP's;
means for creating party menus; and
means for building guest lists.

9.

The online system of claim 8 further comprising means for associating decorating ideas with the party.

10.

The online system of claim 8 further comprising means for associating items to buy with the party.

11.

The online system of claim 8 further comprising means for printing a party invitation.

12.

The online system of claim 8 further comprising means for associating items to rent with the party.

13.

A web site for party planning services comprising:
a guest list management feature, the guest list management feature allowing a party planner to invite guests via electronic mail, to receive RSVP information from invited guests and to monitor the status of RSVP's; and
a party association feature providing a party planner the ability to associate online content with a party.

14.

The web site of claim 13 wherein the party association feature comprises a party menu feature, the party menu feature allowing a party planner to associate online culinary recipes with a party.

15.

The web site of claim 13 wherein the party association feature comprises in items to buy association feature, the items to buy association feature allowing a party planner to associate items to buy for a party.

16.

The web site of claim 15 further comprising an e-commerce component, the ecommerce component facilitating the online purchase of items that a party planner has associated with a party.

17.

A web site for party planning comprising:
a data storage component for storing party planning information;
an association component having a content frame for displaying party-related content from a web page and a navigation frame, the navigation frame including a control responsive to a user event wherein upon the user event a link to the web page of the content frame is stored in the data storage component; and
a guest list management component having at least one input for receiving a guest-to-invite e-mail address.

18.

The web site of claim 17 further comprising a party-related content component having one or more web pages displaying party-related content displayable in the content frame of the association component.

19.

The web site of claim 18 wherein the party-related content component includes a plurality of culinary recipes.